

IN THE CLAIMS:

Cancel the pending claims and add new claims as follows:

- 1-64. (Cancelled).
65. (New) An apparatus for modifying content in a document, comprising a user device configured to be coupled to a network, to receive the document via the network and to display the document, the user device including:
  - a memory configured to store a user profile including medical information;
  - and;
  - a controller configured to compare the content in the document in accordance with the user profile and to replace at least a portion of the content in the document with additional content in accordance with the medical information prior to the display of a modified version of the document.
66. (New) The apparatus of claim 65, wherein the document comprises data packets.
67. (New) The apparatus of claim 65, wherein the user device comprises a computer.
68. (New) The apparatus of claim 65, wherein the user device comprises a television.
69. (New) The apparatus of claim 65, wherein the additional content comprises a behavior modification message.
70. (New) The apparatus of claim 65, wherein the additional content comprises information corresponding to a medical condition of the user.
71. (New) The apparatus of claim 65, wherein at least the portion of the content in the document that is replaced is in accordance with an identifier portion in the content.
72. (New) The apparatus of claim 65, wherein at least the portion of the content in the document that is replaced is in accordance with an address in the content.
73. (New) The apparatus of claim 65, wherein the network is the Internet.

74. (New) A system for modifying content in a document, comprising:  
a network;  
a user device configured to receive and display the document via the network; and  
at least one server coupled to the network and the user device, at least the one server  
configured to provide the document to the user device, at least the one server including:  
a memory configured to store user profile including medical information; and  
a controller configured to compare the content in the document in accordance  
with the user profile and to replace at least a portion of the content in the document with  
additional content in accordance with the medical information prior to providing a modified  
version of the document to the user device.

75. (New) The system of claim 74, wherein the document comprises data packets.

76. (New) The system of claim 74, wherein the user device comprises a computer.

77. (New) The system of claim 74, wherein the user device comprises a television.

78. (New) The system of claim 74, wherein the additional content comprises a behavior  
modification message.

79. (New) The system of claim 74, wherein the additional content comprises information  
corresponding to a medical condition of the user.

80. (New) The system of claim 74, wherein at least the portion of the content in the  
document that is replaced is in accordance with an identifier portion in the content.

81. (New) The system of claim 74, wherein at least the portion of the content in the  
document that is replaced is in accordance with an address in the content.

82. (New) The system of claim 74, wherein the network is the Internet.

83. (New) A method of modifying content in a document, comprising:

comparing content in the document in accordance with a stored user profile, wherein the user profile includes medical information;

replacing at least a portion of the content in the document with additional content in accordance with the medical information; and

providing a modified version of the document to a user device using a network.

84. (New) The method of claim 83, wherein the document comprises data packets.

85. (New) The method of claim 83, wherein the user device comprises a computer.

86. (New) The method of claim 83, wherein the user device comprises a television.

87. (New) The method of claim 83, wherein the additional content comprises a behavior modification message.

88. (New) The method of claim 83, wherein the additional content comprises information corresponding to a medical condition of the user.

89. (New) The method of claim 83, wherein at least the portion of the content in the document that is replaced is in accordance with an identifier portion in the content.

90. (New) The method of claim 83, wherein at least the portion of the content in the document that is replaced is in accordance with an address in the content.

91. (New) The method of claim 83, wherein the network is the Internet.

92. (New) A method of modifying content in a document, comprising:

receiving the document via a network;

comparing content in the document in accordance with a stored user profile, wherein the user profile includes medical information;

replacing at least a portion of the content in the document with additional content in accordance with the medical information; and

displaying a modified version of the document to using user device.

93. (New) The method of claim 92, wherein the document comprises data packets.

94. (New) The method of claim 92, wherein the user device comprises a computer.

95. (New) The method of claim 92, wherein the user device comprises a television.

96. (New) The method of claim 92, wherein the additional content comprises a behavior modification message.

97. (New) The method of claim 92, wherein the additional content comprises information corresponding to a medical condition of the user.

98. (New) The method of claim 92, wherein at least the portion of the content in the document that is replaced is in accordance with an identifier portion in the content.

99. (New) The method of claim 92, wherein at least the portion of the content in the document that is replaced is in accordance with an address in the content.

100. (New) The method of claim 92, wherein the network is the Internet.

101. (New) An apparatus for modifying content in a document, comprising a user means for coupling to a network, receiving the document via the network and displaying the document, the user means including:

a first mechanism for storing a user profile including medical information; and;

a second mechanism for comparing the content in the document in accordance with the user profile and replacing at least a portion of the content in the document with additional content in accordance with the medical information prior to the display of a modified version of the document.